

ORDER



Orders
Order / Rev: 724488 - 2
Alt Order #: 06393581
Product Desc: FITZGERALD FOR CNGRS
Estimate: 12853
Flight Dates: 10/25/12 - 11/05/12
Original Date / Rev: 10/23/12 / 11/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact: Chris Vail
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: FITZGERALD,K/D/US HOUSE
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	12	\$19,975.00	\$16,978.75
10/29/12	11/04/12	29	\$48,775.00	\$41,458.75
11/05/12	11/11/12	9	\$4,925.00	\$4,186.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$19,975.00	\$16,978.75	0.00
November 2012	38	\$53,700.00	\$45,645.00	0.00
Totals	50	\$73,675.00	\$62,623.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/28/12	10/28/12	CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$500.00		0.00			
2	WTSP	10/26/12	10/26/12	Price Is Right	CM	11a-12p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,600.00		0.00			
3	WTSP	10/26/12	10/26/12	M-F 4-5p	CM	4-5p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$800.00		0.00			
4	WTSP	10/25/12	10/25/12	M-F 5-530p	CM	5-530p	---T---	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				5-530p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$550.00		0.00			
5	WTSP	10/25/12	10/25/12	M-F 530-6p	CM	530-6p	---T---	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
				10 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$275.00		0.00			
6	WTSP	10/26/12	10/26/12	M-F 6-630p	CM	6-630p	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
				6-630p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 10/25/12 - 11/05/12

Advertiser: FITZGERALD,K/D/US HOUSE
 Product Desc: FITZGERALD FOR CNGRS
 Estimate: 12853
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WTSP	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$7,000.00		0.00			
21	WTSP	11/02/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
22	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
23	WTSP	10/29/12	10/29/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$700.00		0.00			
E 24	WTSP	11/05/12	11/05/12	M-F CBS Soaps Young & Restless/Bold & Beauti	CM	M-F 1230-2p	M-----	:30	1	\$1,100.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	11/05/12-11/11/12	M-F CBS Soaps		M-F 1230-2p	M-----	:30		(\$1,100.00)		0.00	NM		
	Credited														
25	WTSP	11/05/12	11/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$550.00		0.00			
26	WTSP	11/05/12	11/05/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$500.00		0.00			
27	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$1,300.00	P-4	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,300.00		0.00			
28	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$700.00		0.00			
29	WTSP	10/25/12	10/26/12	530-6a 530-6a 10 News	CM	530-6a	---TF--	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		1				\$150.00		0.00			
30	WTSP	10/29/12	11/01/12	530-6a 530-6a 10 News	CM	530-6a	MTWT---	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWT---		1				\$150.00		0.00			
31	WTSP	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p	-----S-	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$5,000.00		0.00			
E 32	WTSP	11/04/12	11/04/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/29/12-11/04/12	Face the Nation		Sun 1030-1130a	-----Su	:30		(\$1,000.00)		0.00	NM		
	Credited														
33	WTSP	11/02/12	11/02/12		CM	1135p-1237a		:30	1	\$700.00	P-3	0.00	NM	1	\$700.00

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 Estimate: 12853
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Letterman			----F--								
				Late Night with David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$700.00		0.00						
N34	WTSP	11/05/12	11/05/12	M-F 6-630p	CM	6-630p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
				6-630p 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N35	WTSP	11/03/12	11/03/12	Sat 6-8a	CM	Sat 6-8a	-----S-	:30	3	\$75.00	P-4	0.00	NM	3	\$225.00
				10 News, 6am Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	3		\$75.00		0.00						
N36	WTSP	11/05/12	11/05/12	M-F 10-11a	CM	10-11a	M-----	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
				Studio 10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$100.00		0.00						
N37	WTSP	11/05/12	11/05/12	M-F 6-7a	CM	6-7a	M-----	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
				6-7a 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$175.00		0.00						
N38	WTSP	11/05/12	11/05/12	LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				LN (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
													Totals	50	\$73,675.00